



## Micron Launches Aptina Imaging: A CMOS Image Sensor Division

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**Boise, Idaho and San Jose, Calif. , Tuesday, March 04, 2008** – Micron Technology, Inc., today launched Aptina Imaging, creating a separate division and new identity for its CMOS imaging business. Operating as an independent division within Micron allows Aptina to better focus on delivering high-quality imaging solutions to its global customer base.

"Micron has undertaken a series of strategic initiatives to demonstrate our focus on being an innovative and cost-effective memory supplier, and the formation of Aptina is a positive development that allows our image sensor business to find the best path to the marketplace and strengthen its global customer relationships," said Steve Appleton, Chairman and Chief Executive Officer of Micron. "Micron has consistently developed industry-leading technology with our image sensor business, and launching Aptina as an independent division allows the image sensor business to build on that successful heritage."

Aptina will still leverage Micron's strengths in CMOS manufacturing. Operating as an independent division provides Aptina with more manufacturing flexibility, as well as associated cost and operational control benefits. Likewise, Aptina will continue to take advantage of the significant research and development investments Micron has made in manufacturing CMOS image sensors, leveraging the synergistic technological benefits that Micron has come to realize between manufacturing memory and CMOS image sensors. The relationship affords Aptina continued trust in working with an experienced leader in the field of CMOS manufacturing.

"As Aptina, we remain dedicated to developing the most innovative CMOS image sensors in the world, and we are leveraging that expertise to expand our imaging portfolio to encompass the complete camera pipeline. With the world going visual, we're continuing to see new imaging applications and markets come alive and this new structure enables us to better capitalize on these exciting opportunities," said Bob Gove, President of Aptina. "We will continue to serve the markets where we have always had a focus and demonstrated our industry leadership. We will also bring new system level innovations in imaging to our customers, allowing them to include high-performance cameras in their devices without the need to invest heavily in camera system R&D."

During the past five years, Micron's imaging business has led the industry in enabling beautiful, crisp pictures and video regardless of the application. Key milestones that Micron achieved in CMOS image sensors include developing the world's first 2.2-micron pixel architecture, 1.75-micron pixel architecture and 1.4-micron pixel architecture; securing designs into one of every three camera phones on the market; leading the industry in high-speed image capture, bringing high-definition capabilities to digital still and video cameras; and being the first image sensor company to ship more than 100 million units. With history by its side and not behind it, Aptina will continue to lead the market in taking CMOS image quality and its capabilities to the next level.

In a separate announcement today, Aptina unveiled an improved pixel technology that incorporates a new 9-megapixel (MP) image sensor. Additionally, the company unveiled a 1.4-micron pixel and a prototype 1.2-micron pixel. The company also announced a new approach to designing cameras for mobile handsets by incorporating the image sensor, optics and processing in a single, tiny package. Additional information on Aptina and its new product portfolio can be found in its virtual press room at <http://www.aplina.com/news>

### About Aptina Imaging

Aptina Imaging, a division of Micron Technology, Inc., has long piloted the path of pixel performance in CMOS imaging, bringing high-quality picture and video capabilities to mobile phones, digital still cameras, security and surveillance cameras, PC cameras, automotive applications, and more. With its photographic eye and keen understanding of the opportunities for imaging technology, Aptina continues to drive innovation forward with its portfolio of camera solutions creating beautiful and accurate images for the world to see and share. For additional information on Aptina Imaging, visit <http://www.aplina.com/>.

### About Micron

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAMs, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit [www.micron.com](http://www.micron.com).

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